


County of Loudoun
Department of Planning
MEMORANDUM

DATE: December 4, 2008

TO: Loudoun County Planning Commission

FROM: Sophia S. Fisher, Planner 

SUBJECT: December 11, 2008 PC Worksession—ZMOD 2008-0007
Goose Creek Village Comprehensive Sign Plan

Background

On November 19, 2008, the Planning Commission held a Public Hearing on this application. No members of the public spoke. During the Hearing, the Planning Commission asked the following:

- Whether signs approved in error are grandfathered;
- Provide a matrix of approved sign plans;
- What criteria are used to judge sign plans.
- Whether a three dimensional rendering of the retail portion could be provided;
- If the freestanding office (type OF) signs could be located away from vehicular entrances;
- Possible restrictions on the number of signs proposed for retail tenants;

The Commission also directed the applicant to work with staff to identify signs that can be removed from the sign plan in response to staff's comment that there appeared to be an excessive number of signs.

Discussion

Status of signs approved in error

Signs approved in error will not be granted permits. Over the past two years or so, staff has been directed to apply a stricter interpretation of the sign regulations in order to provide a greater consistency in the review and approval process. This means that although there are approved plans that contain signs not permitted by the Revised 1993 Zoning Ordinance, and some of those signs have been granted permits, staff is now encouraging applicants to remove any sign that is not permitted by the Ordinance, and is no longer recommending approval of said applications until all prohibited signs are removed. If an application

containing prohibited signs is approved, and the Ordinance is amended to permit those signs, the applicant would be permitted only the sign as allowed in the Ordinance—any modifications proposed with the comprehensive sign plan application would not apply, as there are no grandfathering provisions.

In the case of the Goose Creek Village Comprehensive Sign Plan (CSP), the signs in question are the pedestrian directory signs, type P7. As previously stated, staff cannot recommend approval of this application until this sign type is removed from the CSP. However, should the CSP be approved, the applicant would be unable to receive a permit for the sign as proposed even if the Ordinance is amended, unless the amended provisions meet or exceed the proposed sign. Also, if a sign is installed without first obtaining a permit, the property owner could potentially be subject to zoning violation proceedings if the County received a complaint about the sign.

Comparison of Approved Sign Plans

The attached matrix provides a comparison between the Revised 1993 Zoning Ordinance Requirements, the proposed Goose Creek Village Comprehensive Sign Plan, and six approved comprehensive sign plans (Belmont Greene Village Center, Market Square at South Riding, Lansdowne Town Center, Arcola Center, Brambleton, and Broadlands).

Where possible, there is a direct comparison between modifications of the same section of the zoning ordinance, and similar types of signage. For example, signage for an anchor tenant for Goose Creek Village is compared to anchor tenants over 15,000 square feet. However, direct comparisons are difficult to make in many cases, because three of the surveyed sign plans (Belmont Greene Village Center, Market Square at South Riding, and Broadlands) were evaluated under the 1972 Zoning Ordinance and one (Arcola Center) is zoned PD-CC(RC) under the Revised 1993 Zoning Ordinance, which means that the base square footage allowances for signage can differ from the signage allowed in the PD-CC(CC) zoning district. Where direct comparisons are not possible, staff looked for the most similar categories in an attempt to make a comparison.

In general, staff found that the sign plans were diverse, and the approved signage varies dramatically, even where the same section of the Zoning Ordinance is being modified. This can be attributed to the changing nature of shopping centers, the different Zoning Ordinances/zoning districts in effect, and the unique nature of the different shopping center designs.

Criteria used to evaluate sign plans

When reviewing each CSP application, staff evaluates the proposed CSP against the appropriate Zoning Ordinance, and the Revised General Plan. The main criteria used by Zoning Administration are outlined in the attached memo dated August 12, 2008 from Melinda Artman, the former Zoning Administrator.

From the Revised General Plan standpoint, this CSP was evaluated against the policies for Regional Office communities. The Revised General Plan envisions that the County will sustain a high quality built environment (Revised General Plan, Policy 1, pg. 5-5). Within Regional Office communities, the Plan further envisions that the buildings will be the prominent feature when viewed from periphery roads (Revised General Plan, Design Guidelines, pg. 11-14). Signage in these areas should exhibit a high quality of design and materials that complement but do not overwhelm the buildings themselves. The signage in conjunction with the landscaping, site layout, and architectural design of the buildings all contribute to the high visual quality that defines Business Communities in the County.

Relocating type OF signs

According to Zoning Administration, the location of this type of sign cannot be modified.

Three dimensional rendering of signs

Staff has requested that the applicant provide this information; an update will be provided at the December 11, 2008 PC Worksession.

Restricting retail tenant signs

Currently, the applicant is proposing that each tenant be allowed to have up to five different types of signs, including building-mounted signs, blade signs, window signs, archway signs, and awning signs. The Planning Commission expressed a concern that allowing each tenant up to five individual signs would lead to visual clutter. Staff has proposed to the applicant that they restrict each tenant to one primary building mounted sign per façade plus a choice of two signs from the remaining four sign types. For example, one tenant could have a building mounted sign per façade, along with a blade sign and a window sign. the applicant has not responded to this proposal; an update will be provide at the PC Worksession.

Status

Staff met with the applicant to discuss reducing the number of signs, and the applicant has proposed the following changes:

- Reduce the number of Project Entrance Monument signs (Types P1a and P1b) from a total of 8 (4 in PD-CC(CC) and 4 in PD-OP) to a total of 5 (2 in PD-CC(CC) and 3 in PD-OP).
- Reduce the number Site Directional signs from 9 (6 in PD-CC(CC) and 3 in PD-OP) to 3 (2 in PD-CC(CC) and 1 in PD-OP).
- Reduce the number of Pad Site Monument signs from the proposed 5 to 2.
- Reduce the number of Pedestrian Directories from 3 to 2.

Staff can support the most of the proposed reductions. However, staff remains concerned about the number of freestanding office monument signs (Type OF).

In addition, staff is not convinced that any retail monument signs (Type T5) are necessary, and recommends that the sign type be removed from the application. Staff also discussed the possibility of limiting the number of signs individual tenants can have. Staff proposed allowing one primary sign, such as a building-mounted sign, and a choice of any two additional types of secondary signs, such as window signs, blade signs, awning, etc. The applicant has not responded to this comment.

Outstanding Issues

- Staff was not able to come to an agreement with the applicant regarding the number of freestanding office monument signs (Type OF), or retail monument signs (Type T5); staff remains concerned that the number is excessive.
- The pedestrian directory sign (type P7) is not a permitted sign; staff is unable to support approval of the application until the sign is removed from the comprehensive sign plan.
- The applicant has not responded to staff's proposal that retail tenants be restricted to one primary sign plus two types of secondary signs.

Recommendation

Staff can support approval of this application subject to the resolution of the outstanding issues.

Motions

1. I move that the Planning Commission forward ZMOD 2008-0007, Goose Creek Village North Comprehensive Sign Plan, to a Worksession for further discussion.
2. I move that the Planning Commission forward ZMOD 2008-0007, Goose Creek Village North Comprehensive Sign Plan, to the Board of Supervisors with a recommendation of approval, subject to the Conditions of Approval dated December 4, 2008 and with the attached Findings.

OR

3. I move an alternate motion.

Attachments

1. Conditions of Approval dated December 4, 2008
2. Comparison of approved sign plans
3. Zoning criteria for evaluating sign plans dated August 12, 2008
4. Letter from the applicant dated December 4, 2008
5. Revised matrix and freestanding sign location maps dated December 4, 2008

ZMOD 2008-0007

Goose Creek Village North Comprehensive Sign Plan Findings and Draft Conditions of Approval

FINDINGS

1. The Comprehensive Sign Plan, as conditioned, is compatible with the environs and architectural design of Goose Creek Village and is consistent with the Revised General Plan.
2. The Comprehensive Sign Plan establishes a consistent palette of colors and materials.
3. The sign modification establishes appropriate requirements for the maintenance of permanent signs and the removal of temporary signs.
4. As conditioned, the application conforms to the Revised 1993 Zoning Ordinance.

CONDITIONS OF APPROVAL (December 4, 2008)

1. Signs shall be provided in substantial conformance with the Goose Creek Village Comprehensive Sign Plan prepared by BCT Architects dated November 6, 2008
2. Sign materials, colors, size, height, location, and lighting shall be provided in substantial conformance with the Goose Creek Village Comprehensive Sign Plan prepared by BCT Architects dated November 6, 2008.
3. Individual signs and associated landscaping materials shall be maintained in good condition, assuring sign legibility and health of landscaped plantings.
4. Lighting for signs will be directed toward the sign and all of the fixtures will be shielded to not spill upward or reflect or cast glare onto the adjacent residential properties or roads. Animation, neon lights, and moving lights shall be prohibited.
5. Once a commercial building is either 100 percent leased or sold, all real estate and marketing signs shall be removed within 30 days following the execution of the lease or sale of the commercial building.

Type of Sign: Entrance Signs (Retail)	Shopping Center Zoning and Size	Application Number	Total aggregate SF (does not include background structure, in any)	Max. number of signs	max. area of any one sign
Revised 1993 Zoning Ordinance (5-1204(D)(3)(c))			60 SF	1/vehicular entrance; max 3 signs	20 SF
Goose Creek Village	PD-CC(CC), 19.91 acres; PD-OP, 55.09 acres	ZMOD-2008-0007	508 SF	4	127 SF
Belmont Greene (1972 Z.O.)	PD-H4 administered as PD-SC, 36 acres*	ZMOD-2006-0015	920 SF	4	230 SF (115 SF/side)
Market Square at S. Riding (1972 Z.O.)	PD-H4 administered as PD-H24, ~48 acres*	ZMOD-2006-0001	660 SF	1	330 SF/side
Lansdowne Town Center	PD-TC-23.37 acres	ZMOD-2006-0004	226 SF	1/vehicular entrance	113 SF
Arcola Center	PD-CC(RC), PD-TC, PD-IP, PD-GI, R-8, R-16; 469 acres	ZMOD-2007-0008	108 SF	2	56 SF
Brambleton	PD-H4, PD-IP, PD-GI, 2000+ acres (~50 acres in the town center portion)	ZMOD-2005-0001	270 SF	1	90 SF (1 3-sided sign)
Broadlands (1972 Z.O.)	PD-H3, PD-H4, administered as PD-H24, ~1507 acres*	ZMOD-2005-0010	400 SF	2	200 SF

Type of Sign: Tenant Signs (>15,000 SF freestanding anchor)	Shopping Center Zoning and Size	Application Number	Total aggregate SF	Max. number of signs	max. area of any one sign
Revised 1993 Zoning Ordinance (5-1204(D)(3)(d))			2 SF/linear foot of building frontage, not to exceed 60 SF	1/façade; max 3	60 SF
Goose Creek Village	PD-CC(CC), 19.91 acres; PD-OP, 55.09 acres	ZMOD-2008-0007	360 SF	4/anchor tenant; 1/minor tenant	234 SF/anchor; 18 SF/minor tenant
Belmont Greene (1972 Z.O.)	PD-H4 administered as PD-SC, 36 acres*	ZMOD-2006-0015	624 SF (944 SF w/awning signs)	6	200 SF (240 SF/awning sign)
Market Square at S. Riding (1972 Z.O.; grocery store tenant)	PD-H4 administered as PD-H24, ~48 acres*	ZMOD-2006-0001	550 SF	10	185 SF
Lansdowne Town Center	PD-TC-23.37 acres	ZMOD-2006-0004	295 SF	8/building	85 SF
Arcola Center (modifies 5-1204(D)(3)(j), for tenants >15000 SF up to 20000 SF)	PD-CC(RC), PD-TC, PD-IP, PD-GI, R-8, R-16; 469 acres	ZMOD-2007-0008	205 SF	3	144 SF
Brambleton (10000-30000 SF)	PD-H4, PD-IP, PD-GI, 2000+ acres (~50 acres in the town center portion)	ZMOD-2005-0001	180 SF	3/façade; max 8	90 SF
Broadlands (1972 Z.O. anchor tenant)	PD-H3, PD-H4, administered as PD-H24, ~1507 acres*	ZMOD-2005-0010	318 SF	5	180 SF

Type of Sign: Tenant Signs (Inline tenants)	Shopping Center Zoning and Size	Application Number	Total aggregate SF	Max. number of signs	max. area of any one sign
Revised 1993 Zoning Ordinance (5-1204(D)(3)(d))			2 SF/linear foot of building frontage, not to exceed 60 SF	1/façade; max 3	60 SF
Goose Creek Village	PD-CC(CC), 19.91 acres; PD-OP, 55.09 acres	ZMOD-2008-0007	200 SF + awning signs	varies	60 SF (excluding awning)
Belmont Greene (1972 Z.O.; corner tenant 4000-14999 SF-- inline tenants the same size get less signage)	PD-H4 administered as PD-SC, 36 acres*	ZMOD-2006-0015	276 SF (816 SF w/awning signs)	4	60 SF (240 SF/awning sign)
Market Square at S. Riding (1972 Z.O.; inline tenant 4,001-15,000 SF)	PD-H4 administered as PD-H24, ~48 acres*	ZMOD-2006-0001	70 SF + blade signs & awning option on some buildings	2	36 SF
Lansdowne Town Center	PD-TC-23.37 acres	ZMOD-2006-0004	75 SF + awning signs	varies	60 SF
Arcola Center (modifies 5-1204(D)(3)(i) for tenants >5000 SF up to 15000 SF)	PD-CC(RC), PD-TC, PD-IP, PD-GI, R-8, R-16; 469 acres	ZMOD-2007-0008	105 SF	2	60 SF
Brambleton (5000-10000 SF)	PD-H4, PD-IP, PD-GI, 2000+ acres (~50 acres in the town center portion)	ZMOD-2005-0001	100 SF	2/façade; max 6	60 SF
Broadlands (1972 Z.O. inline retail tenant, size not specified)	PD-H3, PD-H4, administered as PD-H24, ~1507 acres*	ZMOD-2005-0010	166 SF	3	150 SF

Type of Sign: Office-Freestanding Building Entrance Sign	Shopping Center Zoning and Size	Application Number	Total aggregate SF	Max. number of signs	max. area of any one sign
Revised 1993 Zoning Ordinance (5-1204(D)(3)(l))			60 SF	1/vehicular entrance	20 SF
Goose Creek Village	PD-CC(CC), 19.91 acres; PD-OP, 55.09 acres	ZMOD-2008-0007	90 SF	1/vehicular entrance; max 2/building	45 SF
Belmont Greene (1972 Z.O.)	PD-H4 administered as PD-SC, 36 acres*	ZMOD-2006-0015	not included in plan		
Market Square at S. Riding (1972 Z.O.)	PD-H4 administered as PD-H24, ~48 acres*	ZMOD-2006-0001	not included in plan		
Lansdowne Town Center	PD-TC-23.37 acres	ZMOD-2006-0004	not included in plan		
Arcola Center	PD-CC(RC), PD-TC, PD-IP, PD-GI, R-8, R-16; 469 acres	ZMOD-2007-0008	not included in plan		
Brambleton	PD-H4, PD-IP, PD-GI, 2000+ acres (~50 acres in the town center portion)	ZMOD-2005-0001	not included in plan		
Broadlands (1972 Z.O.)	PD-H3, PD-H4, administered as PD-H24, ~1507 acres*	ZMOD-2005-0010	not included in plan		

Type of Sign: Office-Building ID Signs (6+ stories)	Shopping Center Zoning and Size	Application Number	Total aggregate SF	Max. number of signs	max. area of any one sign
Revised 1993 Zoning Ordinance (5-1204(D)(3)(o))			240 SF	1/façade	60 SF
Goose Creek Village	PD-CC(CC), 19.91 acres; PD-OP, 55.09 acres	ZMOD-2008-0007	240 SF	1/façade	60 SF
Belmont Greene (1972 Z.O.)	PD-H4 administered as PD-SC, 36 acres*	ZMOD-2006-0015	not comperable		
Market Square at S. Riding (1972 Z.O.)	PD-H4 administered as PD-H24, ~48 acres*	ZMOD-2006-0001	200 SF	4	80 SF
Lansdowne Village Green	PD-TC-23.37 acres	ZMOD-2006-0004	not comperable		
Arcola Center	PD-CC(RC), PD-TC, PD-IP, PD-GI, R-8, R-16; 469 acres	ZMOD-2007-0008	not included in plan		
Brambleton	PD-H4, PD-IP, PD-GI, 2000+ acres (~50 acres in the town center portion)	ZMOD-2005-0001	not included in plan		
Broadlands (1972 Z.O.)	PD-H3, PD-H4, adminstered as PD-H24, ~1507 acres*	ZMOD-2005-0010	800 SF	4	200 SF

Type of Sign: Hotel/Motel Conference Center (6+ stories)	Shopping Center Zoning and Size	Application Number	Total aggregate SF	Max. number of signs	max. area of any one sign
Revised 1993 Zoning Ordinance (5-1204(D)(3)(z))			90 SF	1/façade; max 3	60 SF
Goose Creek Village	PD-CC(CC), 19.91 acres; PD-OP, 55.09 acres	ZMOD-2008-0007	360 SF	1/façade; max 3	120 SF
Belmont Greene (1972 Z.O.)	PD-H4 administered as PD-SC, 36 acres*	ZMOD-2006-0015	not included in plan		
Market Square at S. Riding (1972 Z.O.)	PD-H4 administered as PD-H24, ~48 acres*	ZMOD-2006-0001	not included in plan		
Lansdowne Town Center	PD-TC-23.37 acres	ZMOD-2006-0004	not included in plan		
Arcola Center (modifies 5-1204(D)(3)(x), Hotel, Motel and Conference Center 1-3 Stories)	PD-CC(RC), PD-TC, PD-IP, PD-GI, R-8, R-16; 469 acres	ZMOD-2007-0008	334 SF	4	82 SF
Brambleton	PD-H4, PD-IP, PD-GI, 2000+ acres (~50 acres in the town center portion)	ZMOD-2005-0001	not included in plan		
Broadlands (1972 Z.O.)	PD-H3, PD-H4, adminstered as PD-H24, ~1507 acres*	ZMOD-2005-0010	not included in plan		

Type of Sign: Directional Signs, on-site	Shopping Center Zoning and Size	Application Number	Total aggregate SF	Max. number of signs	max. area of any one sign
Revised 1993 Zoning Ordinance (5-1204(D)(7)(h))			N/A	N/A	4 SF
Goose Creek Village	PD-CC(CC), 19.91 acres; PD-OP, 55.09 acres	ZMOD-2008-0007	274.5 SF	9	30.5 SF
Belmont Greene (1972 Z.O.)	PD-H4 administered as PD-SC, 36 acres*	ZMOD-2006-0015	not included in plan		
Market Square at S. Riding (1972 Z.O.)	PD-H4 administered as PD-H24, ~48 acres*	ZMOD-2006-0001	not included in plan		
Lansdowne Town Center (modifies 5-1204(D)(3)(ii))	PD-TC-23.37 acres	ZMOD-2006-0004	not specified	not specified	45 SF (pole mounted signs)
Arcola Center	PD-CC(RC), PD-TC, PD-IP, PD-GI, R-8, R-16; 469 acres	ZMOD-2007-0008	108 SF	9	12 SF/side
Brambleton	PD-H4, PD-IP, PD-GI, 2000+ acres (~50 acres in the town center portion)	ZMOD-2005-0001	not specified	1/key intersection	18 SF (9 SF/side)
Broadlands (1972 Z.O.)	PD-H3, PD-H4, administered as PD-H24, ~1507 acres*	ZMOD-2005-0010	473 SF	11	43 SF

*Note: the zoning designation listed for each plan is the property's former 1972 designation, which was in effect at the time the applications were evaluated and approved.

COUNTY OF LOUDOUN
DEPARTMENT OF BUILDING AND DEVELOPMENT
MEMORANDUM

DATE: August 12, 2008

TO: Department of Building & Development, Zoning Administration Division
Department of Building & Development, Zoning Permits
Department of Planning

FROM: Melinda M. Artman, Zoning Administrator

SUBJECT: Comprehensive Sign Plans

The purpose of this memo is guide staff in the review and administration of comprehensive sign plans.

I. GUIDELINES FOR REVIEW

Modifications to the sign regulations are permitted for Planned Development (PD) districts only. Modifications to the sign regulations may be made in accordance with Section 6-1504 at the time of rezoning to a PD, or subsequent to the approval of a rezoning to a PD in accordance with Section 6-1511(B).

The following requirements may *not* be modified:

- To permit a sign that is listed as being prohibited in Section 5-1202(A).
- To permit a sign that is not listed or otherwise provided for in Section 5-1204(D).
- To allow for a sign to be illuminated when such illumination is not permitted in Section 5-1204(D).
- To allow for a different sign type than is permitted in Section 5-1204(D).
- The definition of any sign in Article 8.

Applicants should be advised of the following:

- Any sign not listed or otherwise provided for in Section 5-1204(D) is not permitted. Zoning permits will not be issued for any sign not listed or otherwise provided for in Section 5-1204(D), even if included in an approved comprehensive sign plan.

- Pursuant to Section 5-1203(A), no sign shall be erected without first obtaining a zoning permit. The approval of a comprehensive sign plan does not relieve the applicant of this requirement.
- Signs are accessory uses only. Per Section 5-1201, signs are “subordinate to the structures and land use functions they reference”, and should be considered “accessory components of an overall composition of architectural elements.”

The following guidelines are in response to specific questions raised by staff:

- If a proposed sign does not fit into the category as proposed by the applicant, staff should offer a more appropriate category (if one can be found).
- Signs that are not permitted may not be advertised.
- Even if they contain no words, solid color flags, Santa banners, and the like are considered to be signs as they meet the definition of sign, banner. Some banners could be permitted by temporary sign permit, as noted below.
- Banners are prohibited except as permitted as a Temporary Sign per Section 5-1202(A)(5).
- Signs may be located on trees, fences, lamp posts, etc. *if not visible from any public road* per Section 5-1202(A)(3). These signs should not be included with the comprehensive sign plan package.
- Construction Signs may announce the “nature of the structure and/or the name or names of the owner, contractor, architect, landscape architect, or engineer” per the Article 8 definition. For example, a construction sign may announce a “Future Bank” but not a “Future Wachovia.” However, the construction sign may announce that Wachovia is the property owner.
- The applicant may NOT propose a modification for a sign that does not yet exist (e.g. someone knows a zoning ordinance amendment is forthcoming and attempts to anticipate it with the application). One can not modify a provision that does not exist.

II. SUBMISSION REQUIREMENTS

A Comprehensive Sign Package should include the following items:

- A completed land development application;
- An application fee in the amount set forth by resolution of the Board of Supervisors. Fees for comprehensive sign plans are in addition to the sign permit fees that will be required when the sign permits are issued;
- A statement of justification, which addresses why the requested sign modifications are warranted and a justification as to how the proposed comprehensive sign plan satisfies

the Ordinance requirements to at least an equivalent degree; and which addresses the issues for consideration in Section 5-1202(E)(1)(c);

- A comparison chart of the proposed sign regulations in relation to the Ordinance regulations;
- Scaled, color drawings showing all of the various sign types proposed, including the design, materials, colors, illumination, and associated landscaping to be utilized to achieve a complementary system of signs and graphics; and
- A sign plan, depicting the location of all of the various proposed sign types.

III. ISSUES FOR CONSIDERATION

Any request to modify the minimum sign requirements of the Ordinance must include information which clearly demonstrate how the purpose of the sign regulations, as stated in Section 5-1201, are still being satisfied to at least an equivalent degree. The applicant should address the following in the statement of justification and/or other supportive documents, and staff should use these criteria to evaluate if the sign regulations are being satisfied to at least an equivalent degree:

- The application must demonstrate that the application is comprehensive and indicates a consistent design through size, shape, materials and color. Permitted signs (i.e. those signs not modified) shall be subject to the design scheme proposed by the applicant. Such an application could be sufficient justification that a modification for all the signs contained within it is warranted because of the superior design standard the applicant wishes to subject him/herself to.
- That the modification proposed is the least amount needed with regard to the number, location and size of signs to adequately help people find what they need without difficulty or confusion, and that the signs are visible to the driving public and located and sized so as to enable the public to make turns in a timely manner.
- The proposed signage will not have an adverse impact on the visual character of an area or provide an overload of graphic messages or displays in the County.
- The proposed signage treats similar types of signs consistently.
- All signs shall be coordinated with the architecture of the principal uses in such a manner that the overall appearance is harmonious in color, design, form and proportion.
- The proposed signage encourages the general attractiveness, historic quality, and unique character of Loudoun County, and protects property values.
- The proposed signage represents a comprehensive sign program that is coordinated and unified in terms of design, lighting, materials, colors, landscaping, etc.
- The site have unusual characteristics such as topography, size, configuration and the like which would warrant a modification.



**WALSH COLUCCI
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& WALSH PC**

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December 4, 2008

Via Hand Delivery

Sophia S. Fisher, Planner
Loudoun County Department of Planning
1 Harrison Street, SE, Third Floor
Leesburg, VA 20177-7000



Re: Goose Creek Village North Comprehensive Sign Plan

Dear Sophia:

I am submitting the following revisions to the proposed Comprehensive Sign Plan for the commercial areas of Goose Creek Village North for the Planning Commission's consideration at the December 11, 2008 work session:

1. Revised Sign Location Plan maps (pp. 7, 7b, 7c and 7d) that reflects revisions to the signs proposed in the sign plan.
2. Revised Large In-Line/Freestanding Anchor Sign Type T1 (p. 16) that corrects the total square footage discrepancy in the previous version. All text refers to 360 s.f. max. square footage.
3. Revised Sign Requirements Matrix (pp. 1-6) that reflects the revisions to the pages noted above.

Specifically, the following revisions to the sign plan have been made:

1. Sign Type P1 (Option A) (p. 9): The total number of signs has been reduced from three to two to be located at the vehicular entrances to the retail center from Sycolin Road and Belmont Ridge Road.
2. Sign Type P1 (Option B) (p. 9): The total number of signs has been reduced from four to three to be located at two of the office park entrances located on the south side of Sycolin Road and at the one office park entrance located on the north side of Sycolin Road.

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ATTORNEYS AT LAW

3. Retail Pad Site Monument Sign Type T5 (p. 21): The total number of signs has been reduced from four to one. The remaining sign is located adjacent to the bank pad site.
4. Site Directional Sign Type P6 (p.12): The total number of signs has been reduced from six to two signs in the PD-CC-CC zoned portion of the project and from three to one sign in the PD-OP zoned portion of the project. The two signs located in the PD-CC-CC area are located inside the retail center near the vehicular entrances to the project from Sycolin Road and Belmont Ridge Road. The one sign located in the PD-OP area is located at the intersection flanked by Buildings E and H and a plaza area.
5. Pedestrian Directory Sign Type P7 (p. 13): The total number of signs has been reduced from three to two and located between Buildings E and F and G and H in the PC-CC-CC area, respectively, at the two primary pedestrian entrances to the retail area.

These revisions have been made in response to Planning Commission and staff comments. The Comprehensive Sign Plan for the commercial areas of Goose Creek Village North now presents a well-designed sign package with a significant reduction to the free-standing signage in the project, which provides signage that helps users find what they need without difficulty or confusion, while enhancing the visual character of the project. The proposed sign plan functions as an essential component of the overall architectural character of the Goose Creek Village North commercial areas.

Sincerely,

WALSH, COLUCCI, LUBELEY, EMRICH & WALSH, P.C.



Christine Gleckner, AICP
Land Use Planner

Enclosures

cc: Allan McKelvie, Goose Creek Retail
Bryce Turner, BCT Architects
Earl Sipes, BCT Architects

GOOSE CREEK VILLAGE

Sign Location Plan

Signage Type Legend

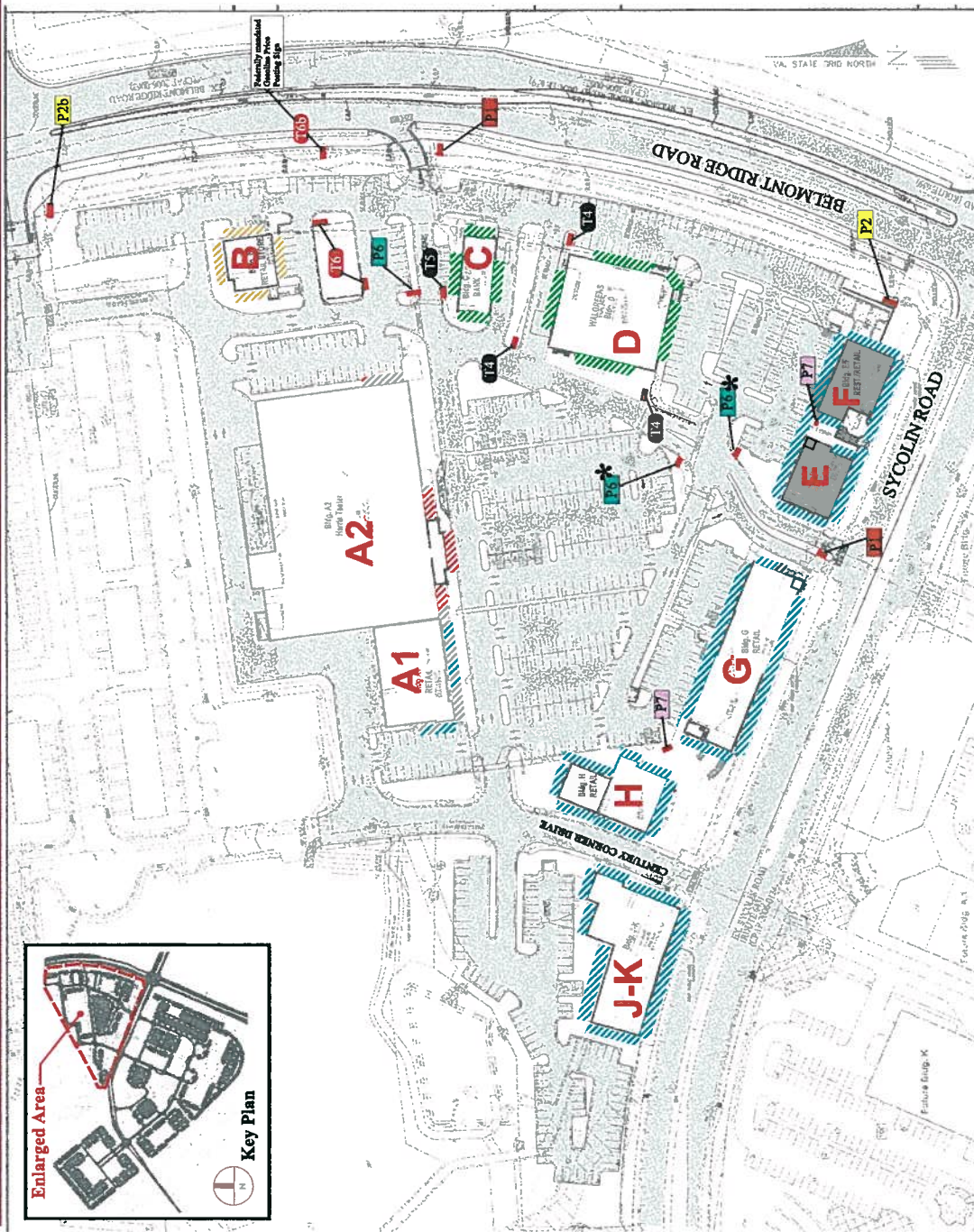
- P1** Project Entrance Monument
- P2** Community Identification Entrance Sign
- P2b** Community Identification Entrance Sign
- P6** Site Directional
- P7** Pedestrian Directory
- T1** Bldg Signs: In-line/ Freestanding Anchor
- T2** Bldg Signs: In-line Stores
- T3** Bldg Signs: Pad Site
- T4** Pad Site Directional Signs
- T5** Pad Site Monument Signs
- T6** Gas Station Canopy Signs
- T6b** Gas Station Monument Sign (w/ price posting)
- T7** Convenience Store & Car Wash Building Sign
- OT1** Office Building ID Signs (bldg. mounted)
- OR** Office-Related Commercial Signs (bldg. mounted)
- OF** Office-Freestanding Entrance Signs
- HC** Hotel/Conference Center Building Signs
- HB** Hotel/Conference Center Entrance Signs

* NOTE: Only one of these P6 signs may be erected

Retail Center North Side of Sycolin Road

This plan depicts the potential locations of certain permanent sign types for Goose Creek Village. These locations are approximate and subject to final design and engineering. Sign types not specifically shown on this plan have general locations specified in their text descriptions, and will be located during construction to respond to specific needs with the approval of the owner or the Goose Creek Village Retail Association (through its Board of Directors and/or Architectural Review Committee) or the Goose Creek Village Business Park Association (through its Board of Directors and/or Architectural Review Committee), as applicable. *Signs not specifically addressed in the CSP shall conform to existing Zoning Ordinance regulations.*

NOTE:
Sign Location Plan not shown to scale.



GOOSE CREEK VILLAGE

Sign Location Plan

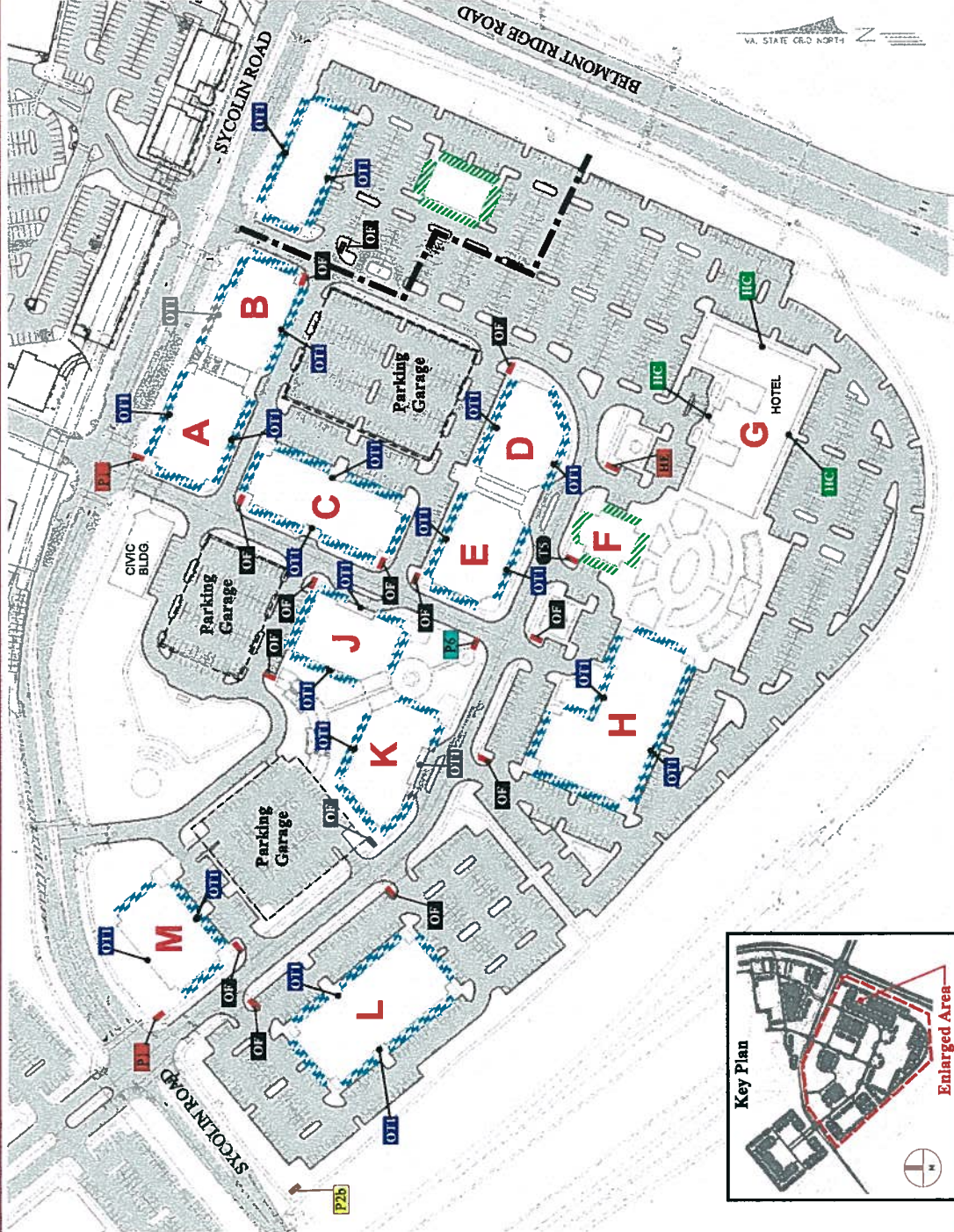
Signage Type Legend

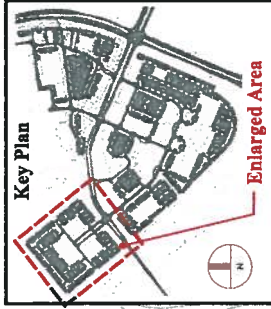
- P1** Project Entrance Monument
- P2** Community Identification Entrance Sign
- P2b** Community Identification Entrance Sign
- P5** Site Directional
- P7** Pedestrian Directory
- T1** Bldg Sign: In-line/ Freestanding Anchor
- T2** Bldg Sign: In-line Stores
- T3** Bldg Sign: Pad Site
- T4** Pad Site Directional Signs
- T5** Pad Site Monument Signs
- T6** Gas Station Canopy Signs
- T6b** Gas Station Monument Sign (w/ price posting)
- T7** Convenience Store & Car Wash Building Signs
- OT1** Office Building ID Signs (bldg. mounted)
- OR** Office-Related Commercial Signs (bldg. mounted)
- OF** Office-Freestanding Entrance Signs
- HC** Hotel/Conference Center Building Signs
- HE** Hotel/Conference Center Entrance Signs

Office/Retail South Side of Sycolin Road

This plan depicts the potential locations of certain permanent sign types for Goose Creek Village. These locations are approximate and subject to final design and engineering. Sign types not specifically shown on this plan have general locations specified in their text descriptions, and will be located during construction to respond to specific needs with the approval of the owner or the Goose Creek Village Retail Association (through its Board of Directors and/or Architectural Review Committee) or the Goose Creek Village Business Park Association (through its Board of Directors and/or Architectural Review Committee), as applicable. *Signs not specifically addressed in the CSP shall conform to existing Zoning Ordinance regulations.*

NOTE:
Sign Location Plan not shown to scale.





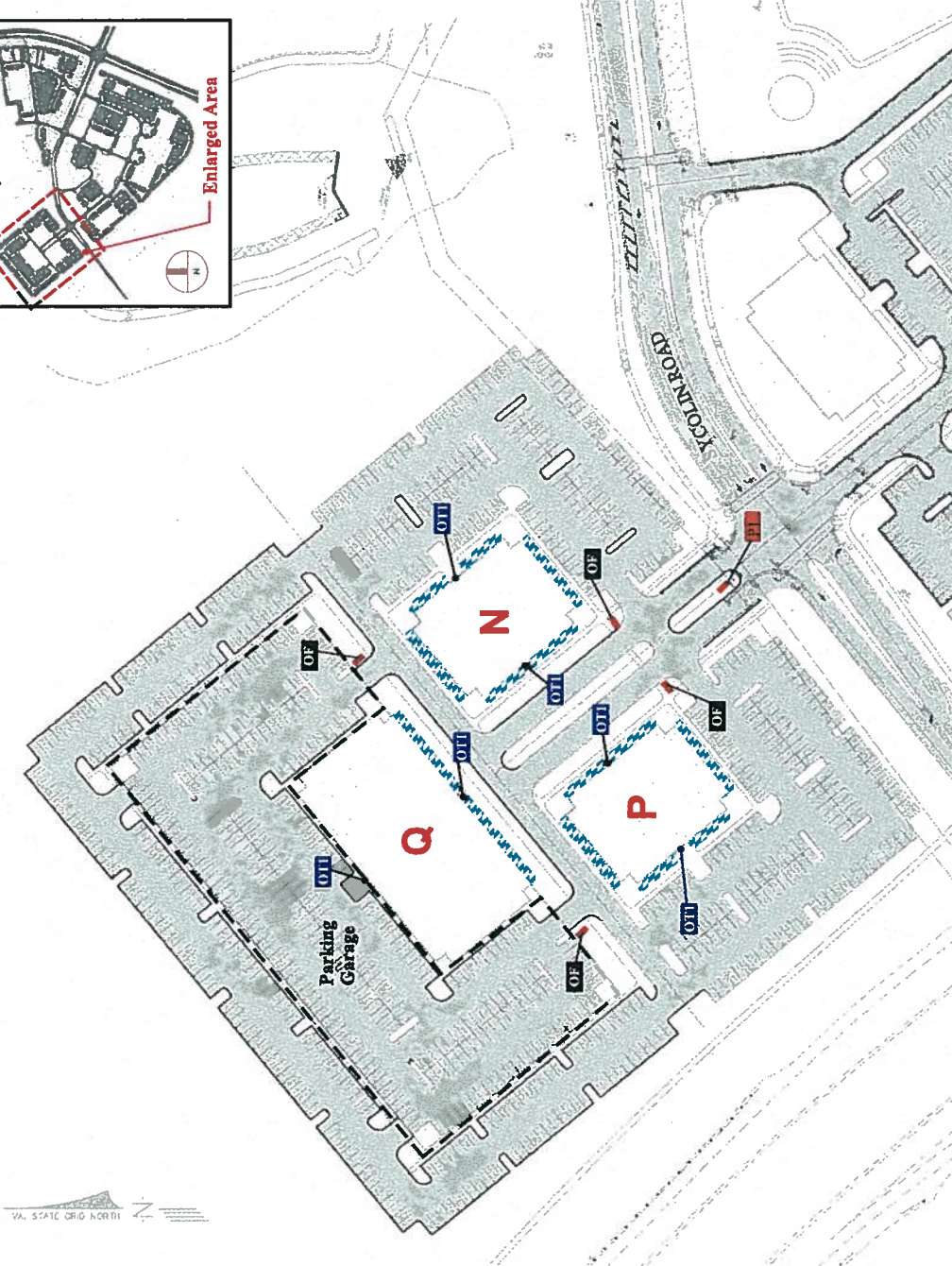
Signage Type Legend

- P1 Project Entrance Monument
- P2 Community Identification Entrance Sign
- P2b Community Identification Entrance Sign
- P6 Site Directional
- P7 Pedestrian Directory
- T1 Bldg Signs: In-line/ Freestanding Anchor
- T2 Bldg Signs: In-line Stores
- T3 Bldg Signs: Pad Site
- T4 Pad Site Directional Signs
- T5 Pad Site Monument Signs
- T6 Gas Station Canopy Signs
- T6b Gas Station Monument Sign (w/ price posting)
- T7 Convenience Store & Car Wash Building Signs
- OT1 Office Building ID Signs (bldg. mounted)
- OR Office-Related Commercial Signs (bldg. mounted)
- OF Office-Freestanding Entrance Signs
- IC Hotel/Conference Center Building Signs
- HP Hotel/Conference Center Entrance Signs

Office/Retail West Side of Sycolin Road

This plan depicts the potential locations of certain permanent sign types for Goose Creek Village. These locations are approximate and subject to final design and engineering. Sign types not specifically shown on this plan have general locations specified in their text descriptions, and will be located during construction to respond to specific needs with the approval of the owner or the Goose Creek Village Retail Association (through its Board of Directors and/or Architectural Review Committee) or the Goose Creek Village Business Park Association (through its Board of Directors and/or Architectural Review Committee), as applicable. *Signs not specifically addressed in the CSP shall conform to existing Zoning Ordinance regulations.*

NOTE:
Sign Location Plan not shown to scale.



GOOSE CREEK VILLAGE

Sign Location Plan

Signage Type Legend

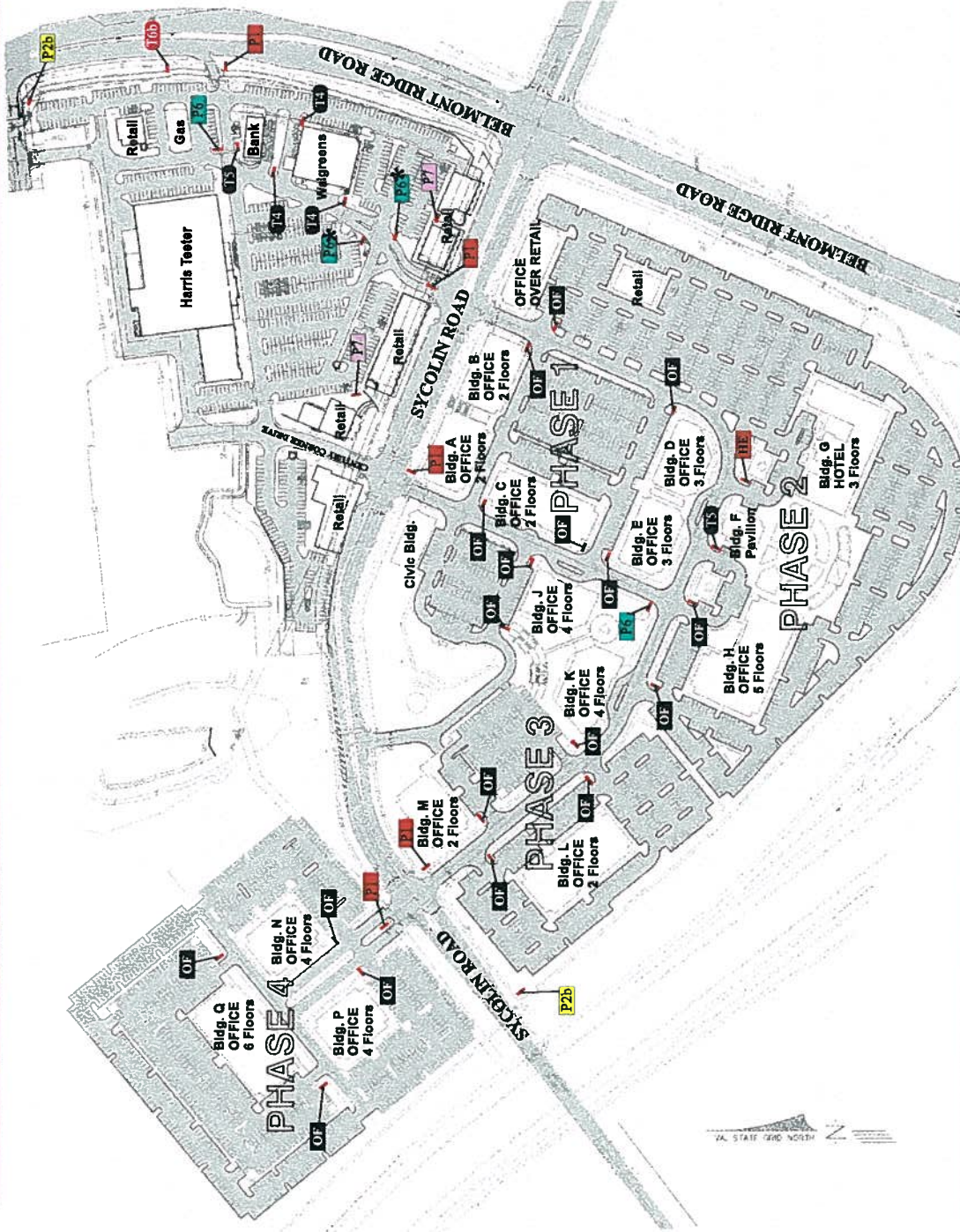
- P1** Project Entrance Monument
- P2** Community Identification Entrance Sign
- P2b** Community Identification Entrance Sign
- P5** Site Directional
- P7** Pedestrian Directory
- T1** Bldg Sign: In-line/ Freestanding Anchor
- T2** Bldg Sign: In-line Stores
- T3** Bldg Sign: Ped Site
- T4** Ped Site Directional Signs
- T5** Ped Site Monument Signs
- T6** Gas Station Canopy Signs
- T6b** Gas Station Monument Sign (w/ price posting)
- T7** Convenience Store & Car Wash Building Signs
- OR** Office Building ID Signs (bldg. mounted)
- OR** Office-Freestanding Commercial Signs (bldg. mounted)
- OR** Office-Freestanding Entrance Signs
- HC** Hotel/Conference Center Building Signs
- HC** Hotel/Conference Center Entrance Signs

* NOTE: Only one of these P6 signs may be erected

Project Overview: Freestanding Sign Locations

This plan depicts the potential locations of certain permanent sign types for Goose Creek Village. These locations are approximate and subject to final design and engineering. Sign types not specifically shown on this plan have general locations specified in their text descriptions, and will be located during construction to respond to specific needs with the approval of the owner or the Goose Creek Village Retail Association (through its Board of Directors and/or Architectural Review Committee) or the Goose Creek Village Business Park Association (through its Board of Directors and/or Architectural Review Committee), as applicable. *Signs not specifically addressed in the CSP shall conform to existing Zoning Ordinance regulations.*

NOTE:
Sign Location Plan not shown to scale.



GOOSE CREEK VILLAGE

Tenant Signs

"Harris Teeter" & Tag Line
 6.5'x28.6' = 186 SF
 Logo Icon
 6.5'x7.4' = 48 SF
TOTAL SIGN AREA = 234 SF



Bank Sign
 18" tall x 12' long = 18 SF

"Open 24 Hours"
 18" tall x 12' long = 18 SF

"Pharmacy"
 18" tall x 12' long = 18 SF

"Starbucks"
 36" x 36" = 9 SF

FRONT ELEVATION EXAMPLE
 Not to Scale

PROPOSED REGULATIONS:
 In-line Anchor/ Large
 Freestanding Retail Building
 (15,000 SF or larger - Using
 Harris Teeter for an example)

- 360 SF total aggregate sign
 area

- 4 Primary Tenant signs
 maximum, not to exceed 234 SF
 area any one sign

- 2 Secondary Tenant signs
 maximum, not exceed 18 SF area
 any one sign

- Illuminated or Non-illuminated
 signs



SIDE ELEVATION EXAMPLE
 Not to Scale

"Harris Teeter"
 2.75' tall x 22' long = 60.5 SF

Note: Signs shall not reflect or cast glare, directly or indirectly, on public roads or adjacent properties. There shall be no glare on roadways as a result of this illumination.

Large In-line / Freestanding Anchor: Type T1

Large anchor tenants with in-line retail spaces or freestanding buildings of 15,000 square feet or larger are allowed signs that shall identify or advertise the individual enterprise served.

Retail signs will be individually designed to express the character of the retail business,

products sold or services offered. They may include the individual logo and typography of the retail enterprise.

Multiple signs may be permitted for each tenant such as marquee signs, awning graphics, under canopy signs and pedestrian level signs provided the total area does not exceed 360 square feet.

Crane Creek Village Comprehensive Sign Plan
ZMOP 2008-0007
Table S-1204(D)
Sign Requirements Matrix
12/4/2008

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	CSP Proposed Sign Type & Location	Maximum Total Aggregate Sign Area	Max. Number of signs	Max. Area of Any One Sign	Ground Mounted Structure		Ground Mounted Background Structure		Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements / Comments	
					Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max Area of Background Structure						Max. Height of Background Structure
SECTION 4: (204D) COMMERCIAL OFFICE SIGNS														
Current Z.O. Requirement														
(e) Planned Development Community Center - Entrance Signs and Entrance Signs for Commercial Developments in PD-TC, PD-TT, PD- UC, PD-TRC, PD-TREC, PD-MUB, PD-RV Districts		60 SF	1/vehicular entrance, no more than 3 signs	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
	Project Entrance Sign: Type P1, Option A (Entrances to retail center)	127 SF per sign*	1 sign per vehicular entrance - 2 signs max.			51 SF		76 SF	12 FT	Internally illuminated backlit letters	10 FT	Ground Mounted	12 FT	* Maximum area of sign and background structure combined. See pg. 9 in CSP
	Community Identification Entrance Sign: Type P2 (Intersection of Belmont Ridge Road & Sycolin Road)	293 SF*	1 sign	76 SF (Text) 217 SF (Sculpture)					176" (Wall)	Externally illuminated individual letters	10 FT	Wall-mounted (attached to Bldg F patio wall)	30 FT (Sculpture)	* Maximum area of wall mounted sign plus sculpture. See pg. 10 in CSP
	Community Identification Entrance Sign: Type P2b (Intersection of Belmont Ridge Road & Hay Road Extended)	196 SF*	1 sign	53 SF (Text) 43.5 SF (Sculpture)				97.38 SF	65"	Externally illuminated individual letters	10 FT	Ground Mounted	17 FT	* Maximum area of sign, sculpture, and background structure combined. See pg. 11 in CSP
Current Z.O. Requirement														
(d) Planned Development Community Center - Tenant Signs and Tenant Signs for Business in PD- TC, PD-TT, PD-UC, PD-TRC, PD-TREC, PD- MUB, PD-RV Districts		2 SF / linear foot of building frontage, not to exceed 60 SF	1 / facade, no more than 3 signs	60 SF					Backlight or White Light		Building Mounted	Roofline		
(d) Planned Development Community Center (PD- CC-CC)	Large In-line Freestanding Anchor: Type T1 (Tenant 15,000 SF or larger) (Interior to retail center)	360 SF	4 signs per anchor tenant 1 sign per minor tenant	234 SF anchor tenant 18 SF minor tenant						Illuminated or non- illuminated		Building Mounted	Max. 5FT above roofline*	*In no case shall sign be above top of parapet wall. See pg. 16 in CSP

Goose Creek Village Comprehensive Sign Plan
ZA10D 2008-0007
Table S-1204(D)
Sign Requirements Matrix
12/4/2008

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	CSP Proposed Sign Type & Location	Maximum Total Aggregate Sign Area	Max. Number of signs	Max. Area of Any One Sign	Ground Mounted Structure		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements / Comments
					Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max Area of Background Structure	Max. Height of Background Structure					
(d) Planned Development Community Center (PD-CC-CC)	In-line Retail Center Signs: Type T2	200 SF per tenant	Number of signs per tenant will vary & may include any combination of the following sign types: a) 1 primary building mounted sign per facade b) Storefront graphics applied to glass (max. 10% of window area, excluding transoms) c) Under canopy or flag mount (blade) sign d) Archway sign (Bldgs E, F & G only)	60 SF excluding awning signs						Illustrated or non- illuminated		Building Mounted	Max. 5FT above roofline*	*In no case shall sign be above top of parapet wall. See pg. 17, 18, 30, 31, 32, 33 in CSP; examples provided on pg. 35-38 in CSP.
		Awning Signage 500 SF max. total	1 per window	Graphics not to exceed 25% of area of each awning						Non-Illuminated	Building Mounted	Above window	See pg. 17 in CSP	
		Retail/Pad Site Building Signs: Type T3	250 SF per tenant	2 primary signs per tenant; 7 secondary signs per tenant	102 SF						Illustrated individual channel letters or non- illuminated individual letters		Building Mounted (including marquee, under canopy, pedestrian level signs & awnings)	Max. 5FT above roofline*

Cranio Creek Village Comprehensive Sign Plan
ZM10D 2008-0007
Table S-1204(D)
Sign Requirements Matrix
12/4/2008

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	CSP Proposed Sign Type & Location	Maximum Total Aggregate Sign Area	Max. Number of signs	Max. Area of Any One Sign	Ground Mounted Structure		Ground Mounted Background Structure		Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements / Comments	
					Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max Area of Background Structure						Max. Height of Background Structure
		Awning Signage 500 SF max. total	1 per window	Graphics not to exceed 25% of each awning					Non-illuminated		Building Mounted	Above Window	See pg. 19 in CSP	
	Retail Pad Site Monument Signs: Type T-5	40 SF*	1 sign max.					40 SF*	5 FT	Externally illuminated with ground mounted lights with shielded lenses	10 FT	Ground Mounted	5 FT	*Max area of sign & background structure combined. See pg. 21 in CSP
Current Z.O. Requirement														
(k) PD-OP Development Entrance Sign			2 / vehicular entrance	60 SF			2	120 SF	5 FT	Backlight or White Light	10 FT	Ground Mounted	5 FT	One sided only: signs shall contain no advertising.
(k) PD-OP Development Entrance Sign	Project Entrance Monument Type P1, Option B (entrances to office park)	148 SF* per sign	1 sign / vehicular entrance - 3 signs max.			68 SF		80 SF*	12 FT	Internally illuminated back-lit letters	10 FT	Ground Mounted	12 FT	* Maximum area of sign and background structure combined; See pg. 9 in CSP
	Community Identification Entrance Sign: Type P2b (Intersection of Sycolin Road & Dulles Greenway)	196 SF*	1 sign	53 SF (Text) 45.5 SF (Sculpture)				97.38 SF	6'5"	Externally illuminated individual letters	10 FT	Ground Mounted	17 FT	*Maximum area of sign, sculpture, and background structure combined. See pg. 11 in CSP
Current Z.O. Requirement														
(i) Office - Freestanding Building Entrance Sign		60 SF	1 / vehicular entrance	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	8 FT	
(i) Office - Freestanding Building Entrance Sign	Office-Freestanding Building Entrance Signs: Type OF	90 SF per bldg	1 sign per vehicular entrance; max. 2 signs per building					45 SF*	5 FT	Internally or externally illuminated	5 FT	Ground Mounted	5 FT	*Max. area of sign and background structure combined. See pg. 27 in CSP

Crane Creek Village Comprehensive Sign Plan
ZAIOD 2008-0007
Table S-1204(D)
Sign Requirements Matrix
12/4/2008

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	CSP Proposed Sign Type & Location	Maximum Total Aggregate Sign Area	Max. Number of signs	Max. Area of Any One Sign	Ground Mounted Structure		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements / Comments
					Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max Area of Background Structure	Max. Height of Background Structure					
Current Z.O. Requirement														
(m) Office - Building ID Sign (1-3 Stories)		160 SF	1 / Facade	40 SF						Backlight		Building Mounted	Roofline	Sign must be located at the top floor of building otherwise max. area of sign is 20 SF. Name and message of signs on each facade must be the same.
(n) Office - Building ID Sign (4-5 Stories)		200 SF		50 SF										
(o) Office - Building ID Sign (6+ Stories)		240 SF		60 SF										
(m) Office - Building ID Sign (1-3 Stories)	Office Building ID Signs: Type OT1 (1-6+ stories)	240 SF / building	1 / Facade	60 SF						Illuminated individual channel letters		Building Mounted	Max. 5FT above roofline*	*In no case shall sign be above top of parapet wall. See pg. 25 in CSP
(n) Office - Building ID Sign (4-5 Stories)														
(o) Office - Building ID Sign (6+ Stories)														
Current Z.O. Requirement														
(p) Office - Related Commercial (ground floor)		25SF per linear foot of building frontage (counts against overall building ID sign)	1 / tenant	20 SF						Backlight		Building Mounted		Located over entrance of business it identifies. Max. height of letters: 24 inches
(p) Office - Related Commercial (ground floor)	Office Related Commercial Building Signs (ground floor): Type OR	120 SF	1 per tenant per facade; 3 signs per tenant max.	40 SF						Illuminated individual channel letters		Building Mounted	Above storefront	See pg. 26 in CSP
Current Z.O. Requirement														
(f) Auto Service Station (including convenience store, car wash & repair)		60 SF	6	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight	5 FT	Freestanding Building Mounted	15 FT Roofline	Total sign area excludes federally mandated gasoline price posting

Grouse Creek Village Comprehensive Sign Plan
ZATOD 2008-0007
Table S-1204(D)
Sign Requirements Matrix
12/4/2008

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	CSP Proposed Sign Type & Location	Maximum Total Aggregate Sign Area	Max. Number of signs	Max. Area of Any One Sign	Ground Mounted Structure		Ground Mounted Background Structure		Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements / Comments	
					Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max Area of Background Structure						Max. Height of Background Structure
(f) Auto Service Station (including convenience store & car wash)	Gas Station Canopy Signs: Type T6 Gas Station Monument Sign: Type T6b Convenience Store & Car Wash Signs: Type T7	Gas Station Canopy Signs: Type T6	60 SF	2 signs	30 SF				43 SF*	5 FT	Illuminated individual channel letters	Building Mounted	18 FT*	*Not to exceed height of canopy at fuel pump pad. See pg. 22 in CSP
		Gas Station Monument Sign: Type T6b	43 SF*	1 sign						Backlight illumination	15 FT	Ground Mounted	5 FT	See pg. 23 in CSP
		Convenience Store & Car Wash Signs: Type T7	190 SF	6 signs	60 SF					Illuminated individual channel letters		Building Mounted	Max. 5FT above roofline*	*In no case shall sign be above top of parapet wall. See pg. 24 in CSP
		Current Z.O. Requirement												
(w) Hotel, Motel and Conference Center (freestanding) Entrance Signs			1 / vehicular entrance	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
(w) Hotel, Motel and Conference Center (freestanding) Entrance Signs	Hotel/Conference Center Entrance Signs: Type HE		1 sign per vehicular entrance					45 SF*	5 FT	Internally or externally illuminated	10 FT	Ground Mounted	5 FT	*Max. area of sign and background structure combined. See pg. 29 in CSP
Current Z.O. Requirement														
(x) Hotel, Motel and Conference Center (1-3 Stories)				40 SF										
(y) Hotel, Motel and Conference Center (4-5 Stories)		90 SF	1 / facade, no more than 3 signs	50 SF						Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF
(z) Hotel, Motel and Conference Center (6+ Stories)				60 SF										
(x)-(z) Hotel/Motel/Conference Center (1-6+ Stories)	Hotel/Conference Center Building Signs: Type HC (1-6+ Stories)	360 SF	1 / facade, max. 3 signs	120 SF						Illuminated individual channel letters		Building Mounted	Max. 5FT above roofline*	*In no case shall sign be above top of parapet wall. See pg. 28 in CSP
SECTION 6.1204(D)(9) REAL ESTATE SIGNS														
Current Z.O. Requirement														
(c) Real Estate - Commercial For Sale Sign			1 (upon any lot of less than 10 acres); 2 upon any lot in excess of 10 acres	20 SF						None	5 FT	Freestanding	6 FT	
(c) Real Estate - Commercial For Sale Sign	Real Estate Signs: Type M1 (On property subject to sale or lease)	90 SF	Max. 5	18 SF						Non-Illuminated	10 FT	Pole Mounted	76'-FT	See pg. 14 in CSP

Crane Creek Village Comprehensive Sign Plan
ZAIOD 2008-0007
Table S-1204(D)
Sign Requirements Matrix
1/24/2008

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	CSP Proposed Sign Type & Location	Maximum Total Aggregate Sign Area	Max. Number of signs	Max. Area of Any One Sign	Ground Mounted Structure		Ground Mounted Background Structure		Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements / Comments
					Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max Area of Background Structure					
SECTION 4: 1204(D) MISCELLANEOUS SIGNS													
Current Z.O. Requirement													
(f) Directional Signs, On-Site				4 SF					Backlight or White Light	5 FT	Freestanding	3 FT	Signs shall be located only where there is a change in direction and shall contain no advertising
(h) Directional Signs, On-Site	Site Directional: Type P6 (Intersections internal to retail center)	61 SF	Max. 2 in PD-CC	30.5 SF*					Non-Illuminated	10 FT	Pole Mounted	65' FT	* Includes support structure. See pg. 12 in CSP
		30.5 SF	Max. 1 in PD-OP										
	Pedestrian Directory: Type P7	49 SF	1 sign per pedestrian access corridor from parking lot - 2 signs max.	24.5 SF*					Backlight Illumination	10 FT	Pole Mounted	65½" FT	* Includes support structure. See pg. 13 in CSP
	Retail Center - Pad Site Directional Signs: Type T4	33 SF per tenant	3 per tenant					11 SF*	Non-Illuminated	10 FT	Ground Mounted	4 FT	* Maximum area of sign and base structure combined. See pg. 20 in CSP